

SWINDON TOWN



FOOTBALL CLUB

474

SATURDAY, FEBRUARY 23rd

Division III (South)

SWINDON TOWN

v.

CRYSTAL PALACE

Kick-off 3.0 p.m.

Official Programme 3^D

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SWINDON T. v. TROWBRIDGE T.

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THE

Golden Lantern

RESTAURANT

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SWINDON TOWN FOOTBALL COMPANY LIMITED

Registered Office: COUNTY GROUND, SWINDON.

President: H. V. SLADE, Esq., O.B.E., J.P.

Vice-Presidents:

Messrs. E. H. CHEGWIDDEN, S. R. GRAY.

Directors:

Mr. W. J. CASTLE (Chairman), Mr. H. E. LANE (Vice-Chairman).
Mr. B. T. HAMILTON (Hon. Treasurer), Messrs. C. CHANDLER,
J. DAVIES, R. FRICKER, F. PLYER, H. WILLIAMS and K. H. WILMER.

Manager: BERT HEAD

Secretary: R. A. MORSE

Vol. 7.

February 23rd

No. 18

Will Mr. Thorneycroft remove Entertainment Tax ?

THIS IS WHERE YOUR MONEY GOES—From every £100 taken at the County Ground for our matches the following payments are made :-

	£	s.	d.
ENTERTAINMENT TAX ...	18	0	0
REFEREE AND LINESMEN ...	2	0	0
ADVERTISING ...	2	0	0
GATEMEN ...	2	0	0
POLICE ...	1	0	0
VISITING CLUB'S SHARE ...	14	0	0
LEAGUE SHARE ...	3	0	0
	<hr/>		
	£42	0	0

Your Club is left with only £58 of every £100. Only one First Team match is staged per fortnight, but weekly the Club has to pay:-

PLAYERS' AND STAFF WAGES, RENT, RATES and all the administrative expenses involved in staging League Football.

During the last three years your Club has paid in ENTERTAINMENT TAX:—

1953 - 54	£6,240
1954 - 55	£4,091
1955 - 56	£4,742

GRAND TOTAL OF £15,073

Continued overleaf

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100,000 paying to see a Test Match at Lords.

All those thousands who attend the Wimbledon fortnight.

**REMOVE ENTERTAINMENT TAX
TO HELP US PAY OUR WAY**

You can help**WILL YOU PLEASE WRITE TO YOUR M.P. ?**Please send a BRIEF LETTER to your Member of Parliament asking him to press
for the removal of ENTERTAINMENT TAX on Professional Soccer.

**THIS IS AN OPPORTUNITY TO GIVE PRACTICAL HELP TO YOUR
CLUB. DON'T DELAY — SEND YOUR LETTER THIS WEEK-END.**

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Mine Host — Mr. Geo. Baillie

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High-class service for Weddings, Suppers

Our Visitors

Managed by Mr. Cyril Spiers, the former Cardiff City Chief, Crystal Palace have adopted a policy of developing its own young players. This system has produced some outstanding young players, but as a team the Palace are having their troubles. With 27 points from 31 games they are not completely out of the danger zone yet.

Today's team shows one change, and two positional switches from that which was beaten last week by Gillingham. All the changes are in the forward line.

Harrison who was at outside-right last week is switched to the left wing to the exclusion of Murray, and Berry moves from inside-right to outside-right. This brings in Whitear at inside-forward. A rather surprise selection on the strength of some fine displays in the Football Combination Team, Whitear has been out of the first team since the start of the season.

When the two teams met at the County Ground last season the match ended in a 0-0 draw, and this was the score when we visited Selhurst Park earlier this season.

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may be.



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9, SWINDON ST., HIGHWORTH.

'Phone 379

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SWINDON TOWN v. CRYSTAL PALACE

RIGHT WING

Colours: RED SHIRTS, WH

Owen

Richards

Micklewright

Referee :

Mr. E. T. Jennings
(Stourbridge)

Harrison

Pierce

Deakin

Long

Choules

Noakes

Rouse

LEFT WING

CRYSTAL PALA

These teams are subject t

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PLESSEY

PERSONNEL MANAGER Tel.: 5461

RRICKS LTD.

LACE. Kick-off 3 p.m.

TOWN LEFT WING
S, WHITE SHORTS

Earl
Pembury

Edwards Darcy

Linesmen:

Red Flag—
Mr. W. J. Paradise
(Frome)

Yellow Flag—
Mr. B. T. Wickham
(Trowbridge)

Whitear Berry
Belcher
Edwards

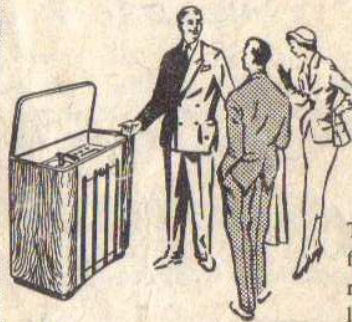
RIGHT WING

PALACE

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Supporters' Club Notes

It is interesting to note that, on 2nd February, the date of our last home match, the gates at Swindon, Coventry and Norwich were the highest in the Division, with the exception of the attendance at Southampton.

In view of the League positions of the three Clubs mentioned, it might appear that adversity produces loyalty and that there is a greater interest in the games of Clubs who are struggling to avoid re-election.

Whatever the cause, it is essential that this loyalty shall be maintained, as a high average gate is a very valuable asset to a Club which may be unfortunate enough to have to seek re-election. This has been demonstrated in the case of Walsall.

We appeal, therefore, to everyone to maintain regular attendances at the County Ground until the end of the season.

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(Prop.: H. E. Bathe)

Fully Licensed

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Supporters' Club Notes—cont.

Supporters will have heard that we were recently able to transfer to the Football Club a further £1,500 from the Competition profits making a total payment of £8,000 from this source to date. The recent Membership Drive has considerably eased the expected Income Tax liability with corresponding benefit to the Club.

A London Daily paper recently contained an article in which the writer deprecated the fact that improved finances of Third Division Clubs may soon enable them to compete with the bigger Clubs in paying fees for star players.

From our point of view we feel it is a good thing for the smaller Clubs to be able to sign an occasional star. We feel that football enthusiasts should have the right to see the best football available, whether they live in a small provincial town, or in London or Birmingham, or in one of the other large cities. We shall continue our work in the hope of being able to provide the standard which all desire.

Lucky programme holders on 2nd February were:—

348. Mr. G. K. Maskelyne, Council Houses, Brinkworth.

1077. Mr. M. Dale, Broome Manor Lane, Swindon.

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Xmas & New Year Parties Now Booking

Key of the Board

A — Arsenal	v.	Everton
B — Birmingham	v.	Aston Villa
C — Chelsea	v.	Bolton
D — Portsmouth	v.	Sunderland
E — Bristol Rovers	v.	Barnsley
F — Leicester	v.	Port Vale
G — Notts. Co.	v.	Sheffield U.
H — Aldershot	v.	Northampton
I — Bournemouth	v.	Colchester
J — Brentford	v.	Southend
K — Brighton	v.	Southampton
L — Gillingham	v.	Exeter
M — Ipswich	v.	Newport
N — Millwall	v.	Coventry
O — Shrewsbury	v.	Plymouth
P — Torquay	v.	Norwich
Q — Walsall	v.	Reading
R — Watford	v.	Q.P.R.

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"COAL!"

"COAL!"

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SATURDAY, MARCH 2nd, 1957

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SWINDON T. v. SWANSEA

Kick-off 3.0 p.m.

Whatever the result

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S I G N S

Lucky Programme

Please retain your programme. An announcement will be made at half time of two numbers and the holders will be given a stand seat at the next Division III game. The persons who purchased the programmes bearing the winning numbers, should call at the office after the game and claim their seats.

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